

## **Craft Alliance**

### **Position Title: Marketing & Communications Manager**

### **Reporting to: Development & Communications Director**

Founded in 1964, Craft Alliance is a nonprofit art center with a mission of building community through craft. Located in the Delmar Maker District of St. Louis, Missouri, Craft Alliance offers exhibitions, education classes for all skill levels, free community programs, artist residencies, and a gallery shop.

### **POSITION SUMMARY**

The Marketing & Communications Manager brings together friends and supporters and deepens their connection to the inspiring mission of Craft Alliance through the management of developing and executing strategic marketing plans to raise awareness about the organization's mission, engage potential donors and supporters, and drive fundraising efforts through various channels including digital media, social media, website content, press releases, and events while ensuring consistent brand messaging across all communications platforms.

### **ROLES AND RESPONSIBILITIES:**

#### ***Marketing & Advertising***

- Strategic Planning
  - Develop and implement comprehensive marketing and communications strategies aligned with the organization's goals and mission.
  - Conduct market research to identify target audiences and understand their needs.
  - Create annual marketing plans with measurable objectives and key performance indicators (KPIs).
  - Responsible for tracking, managing, and in coordination with the Development & Communications Director creating the Marketing & Advertising portion of the annual budget.
  - Coordinate with the Development & Communications Director and the Education & Programs Director the marketing/highlighting of selected classes, programs, camps, and outreach events to extend brand awareness and attendance.
- Content Creation:
  - Generate engaging content across various platforms including website, social media, newsletters, press releases, collateral materials, and blog posts.

- Develop compelling narratives highlighting the impact of the organization's programs and services.
- Manage the production of marketing collateral materials like brochures, flyers, and annual reports.
- Digital Marketing:
  - Oversee the organization's website and manage content updates.
  - Execute social media campaigns across relevant platforms to increase reach and engagement.
  - Manage email marketing campaigns for donor solicitations, acquisition, retention, and fundraising appeals.
  - Maintains posting on third-party websites and community calendars concerning Craft Alliance events, programs, activities, and camps.
- Public Relations:
  - Build relationships with media outlets to secure positive press coverage.
  - Develop and pitch story ideas to journalists and media contacts.
  - Manage crisis communications as needed.
- Event Management:
  - With the Development Team, plan and execute fundraising events, galas, and awareness-raising activities.
  - Develop marketing materials and promotional strategies for events.
- Donor Engagement:
  - Create personalized communication strategies to nurture prospects and donor relationships.
  - Develop compelling donor appeals and stewardship reports.
- Reporting & Analysis:
  - Track and analyze marketing campaign performance using data analytics tools.
  - Generate reports, as needed, to measure the effectiveness of marketing initiatives and identify areas for improvement.
- Other duties as assigned.

### ***Board & Staff Engagement***

- Creates and sustains a culture of philanthropy that ensures an optimal fit between the development program and the programs of Craft Alliance and anticipates opportunities to expand these program services through donor and sponsor collaborations.

- Works collaboratively with the communications and marketing team to position advancement opportunities and integrate messages in sponsorship and collateral materials.
- Communicates timely with internal and external stakeholders.
- Creates timely staff communications related to Craft Alliance events, programs, camps, and activities.
- Demonstrates teamwork and support of Craft Alliance's mission and priorities.
- Comply with all organizational policies and procedures.
- Other duties as required or assigned.

***Required Skills & Qualifications:***

- Bachelor's degree in marketing, communications, journalism, or related field.
- Proven experience in nonprofit marketing and communications.
- Excellent writing and editing skills.
- Proficiency in digital marketing tools and platforms (CRM, social media, email marketing).
- Strong understanding of graphic design principles.
- Experience in creating donor-facing materials is a plus, and willingness to learn and contribute to writing tasks is essential.
- Ability to work independently and collaboratively with cross-functional teams.
- Passion for Craft Alliance's mission and commitment to organizational goals.
- This position requires working limited nights, weekends, and holidays as necessary.

***Personal Characteristics & Work Style***

- Commitment to excellence consistent with Craft Alliance's best-in-class approach to presenting arts and educational experiences for all.
- Sincere passion for, and understanding of, Craft Alliance's mission and position in the arts community; ability to be a compelling ambassador for the organization.
- Collaborative and engaging communication style in working with people of many backgrounds, including leaders, staff, volunteers and donors.
- Ability to multitask and balance multiple priorities in a complex and multi-faceted fast-paced environment.
- Ability to meet deadlines as assigned.
- Unfailing discretion in dealing with sensitive material about donors.
- Great attention to detail when working with donor information and communications.
- Other duties as assigned.

Status: Exempt/Full-Time

Diversity Statement – Craft Alliance is committed to embracing diversity in all its forms, fostering an inclusive work environment where a wide-range of characteristics, backgrounds, and perspectives thrive. We believe that by valuing and leveraging this diversity, we drive innovation, creativity, and the success of our organization. We strive to promote diversity and inclusion on our board, among our staff and volunteers, and in our programming.

Craft Alliance is an Equal Opportunity Employer – Research shows that people from historically excluded communities apply to jobs only when they check every box in the posting. If you're currently reading this and hesitating to apply for that reason, we encourage you to go for it! Let us know how your lived experience and passion set you apart.

**To apply, please forward a cover letter outlining your skills as they relate to this position, current resume, three references (will only be contacted if you are selected), and a writing sample in a single PDF to Bryan Knicely at [bryan.knicely@craftalliance.org](mailto:bryan.knicely@craftalliance.org). Applications will be reviewed on an rotating basis. No phone calls please.**